

WHAT IS CLAIMED IS:

1. A method of providing content on-demand to a customer having at least one tunable media receiver interconnected with a cable television network, and a computing device separate from said media receiver and in communication with a data network, said method comprising:
 - receiving from said computing device over said data network, an indicator of an identity of said customer and a request for a media stream;
 - remotely tuning one of said at least one tunable media receivers over said cable television network, to receive said content over said cable television network on a tuned channel that is not otherwise tunable by said customer;
 - providing said content over said cable television network for receipt and presentation by said media receiver, when tuned to said tuned channel.
2. The method of claim 1, further comprising receiving an indicator over said data network of a particular one of said at least one media receivers, chosen by said customer for receipt of said content, and wherein said tuning comprises tuning said particular one of said at least one receivers.
3. The method of claim 1, further comprising
 - determining a distribution node on said cable network in communication with said media receiver.
4. The method of claim 1, further comprising presenting to said customer an interface for selecting said content over said data network, from a selection of available content.

5. The method of claim 1, wherein said tuned channel is identified by a radio frequency channel, and an identifier of a stream carrying said content within said channel.
6. The method of claim 5, wherein said content comprises a video stream.
7. The method of claim 3, further comprising verifying availability of sufficient bandwidth from said distribution node to said customer to deliver said content, prior to said tuning.
8. The method of claim 3, further comprising maintaining a database storing an identifier of said customer and an identifier of an associated distribution node.
9. The method of claim 8, further comprising maintaining an indicator of available bandwidth for delivery of content on-demand from said distribution node in said database.
10. The method of claim 9, further comprising updating said indicator of available bandwidth to reflect said providing of said content.
11. The method of claim 4, wherein said user interface is presented as a result of a Java applet or ASP, presented to said computing device.
12. The method of claim 4, further comprising providing preview data for said available content by way of said data network.
13. The method of claim 4, wherein said interface comprises an HTML page.
14. The method of claim 1, further comprising receiving commands controlling provision of an in progress content by way of said data network, and in

response thereto controlling said provision of said in-progress content, substantially in real time.

15. The method of claim 14, wherein said commands include one or more commands to pause, advance or rewind said in-progress content.
16. The method of claim 1, wherein said providing comprises instructing a media server to stream said content over said cable television network.
17. The method of claim 1, further comprising providing said computing device with information regarding playing of in-progress content, for display at said computing device.
18. The method of claim 17, wherein said information regarding playing includes an indicator of elapsed time.
19. The method of claim 1, further comprising maintaining an expiry time for said content, and preventing presentation of said content after said expiry time.
20. The method of claim 19, further comprising maintaining a maximum playing time for said content, and preventing presentation after said content has been presented for a time in excess of said maximum playing time.
21. The method of claim 1, wherein said computing device comprises a personal digital assistant.
22. The method of claim 1, wherein said computing device comprises a cellular phone.
23. The method of claim 1, wherein said computing device comprises a personal computer.

24. The method of claim 14, wherein provision of said content may be stopped at one media receiver and resumed at another media receiver.

25. The method of claim 4, wherein said user interface present available content based on its rating and an access level associated with said customer.

26. Computer readable medium storing computer executable, that when loaded at content on-demand delivery system including at least one processor, adapt said delivery system to perform the method of claim 1.

27. A system for providing content on-demand to a customer having at least one tunable media receiver interconnected with a cable television network, and a computing device separate from said media receiver and in communication with a data network, said method comprising:

- a server for receiving from said computing device over said data network, an indicator of an identity of said customer and a request for a media stream;

- a controller in communication with said server for remotely tuning one of said at least one tunable media receivers over said cable television network, to receive said content over said cable television network on a tuned channel that is not otherwise tunable by said customer;

- a media server in communication with said server providing said content over said cable television network for receipt and presentation by said media receiver, when tuned to said tuned channel.